

LEO BURNETT U.S.A.

a division of Leo Burnett Worldwide, Inc.

Ad No. 444-K1--WINTER WEARE--LIGHTS--JB--Reg. No. 49623--Page--4--Brand--(3% x 11%) (cigarettes)--National (Cigarette) Magazines, 1980 (A)
Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.



Also available in King Size Flip-Top box.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Marlboro Lights 100's, 17 mg "tar," 0.8 mg nicotine av. per cigarette.

100's Patent Disc. 100's Box: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.



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